

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

(Attorney Docket № 14309US02)

In the Application of:

Jeyhan Karaoguz, et al.

Serial No. 10/675,468

Filed: September 30, 2003

For: MEDIA PROCESSING SYSTEM
SUPPORTING PERSONAL
ADVERTISEMENT CHANNEL
AND ADVERTISEMENT
INSERTION INTO BROADCAST
MEDIA

Examiner: Patrick A. Ryan

Group Art Unit: 2623

Confirmation No. 5572

Electronically Filed on 22-MAY-2008

**PRELIMINARY AMENDMENT AND REQUEST FOR CONTINUED EXAMINATION
UNDER 37 C.F.R. § 1.114**

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the Final Office Action mailed on April 1, 2008 ("Final Office Action") in the above-identified patent application. The Applicant respectfully requests entry of the following amendments preliminary to continued examination in the instant application and consideration of the following remarks. The Applicant also respectfully requests continued examination in the instant application.

Application № 10/675,468
RCE-Reply to Final Office Action of 04/01/2008

Amendments to the Claims are reflected in the listing of claims, which begins on page 3 of this paper.

Remarks/Arguments begin on page 12 of this paper.